

Concierge

The Local Knowledge Standard

Five steps for a shortlist of places the desk has actually visited. Guests can search online in their room; they come to the desk for what a search can't say.

Who
Concierges, led by the head concierge

When
Every recommendation, and a full review of the shortlist each month

You need
The shared shortlist file, a visit budget, the guest's plans for the day

Measured by Every entry visited in the last 6 months · Each entry names a dish and a table · Two options given, never ten

1 Visit

Nothing goes on the shortlist until someone from the desk has eaten there or walked it, and paid like a guest. Aim for two visits per concierge per month, booked under your own name.

"Visited 14 Sept, A. Moretti. Lunch for two, paid in full. Ask for the terrace, table 6."

Common mistake Accepting a free dinner from the owner and calling it research. You tasted the evening they staged, not the one the guest gets.

2 Write it down

Each entry gets six short lines: who went, the date, what to order, which table or time to ask for, the price per head, and the kind of guest it suits. Facts only, no adjectives.

"Da Rita. Order the cacio e pepe. Ask for the back room. About €45 a head. Suits families and slow lunches."

Common mistake Writing "lovely atmosphere, great food". A colleague on the night shift can't send a guest anywhere on that.

3 Match

Ask two questions before you recommend: where the guest enjoyed eating last, and how they want tonight to feel. Then give two places from the shortlist, each with a reason that fits.

"You enjoyed somewhere lively last night, so Da Rita for noise and pasta, or Alma if you'd like it quieter."

Common mistake Sending everyone to the same three places because they always say yes to the desk. The guest gets a list, not advice.

4 Brief it

Tell the guest one thing about each place that a search engine won't: the dish to order, the table to ask for, the hour it fills up or the owner's name. One sentence, then stop.

"Ask for Rita herself. If she's in, she'll bring you the fried artichokes, which aren't on the menu."

Common mistake Reading the restaurant's own website back to the guest. They could have done that from the room.

5 Review

The morning after, ask the guest how it went and write the answer next to the entry. A place with two weak reports in a month, or no visit in six months, comes off the list.

"Mr Okafor, 12 Oct: loved the pasta, waited 25 min for the table. Book 15 min earlier next time."

Common mistake Keeping a place on the list out of loyalty to the owner. Your name was on that recommendation, not theirs.

Your Three Sure Answers

The three questions the desk hears most, answered by someone who has been. Fill it in for your city, so every concierge can say it without the file.

The first-night dinner

Place and who went _____

Last visited _____

What to order or see _____

Table, time or tip _____

The quiet lunch

Place and who went _____

Last visited _____

What to order or see _____

Table, time or tip _____

The morning walk

Place and who went _____

Last visited _____

What to order or see _____

Table, time or tip _____

How to use this with your team

Fill in one block a day at the morning briefing, Monday to Wednesday. On Friday the head concierge asks each person on shift for all three from memory. Redo the card each season, or when a place closes.

Part of the DolceVita Standards Library: free operating standards for every department of the hotel, at dolcevitahospitality.com/free-resources.